

## ORDER



**Orders**  
**Order / Rev:** 705159  
**Alt Order #:** 06267439  
**Product Desc:** COMM WORKERS OF AMER  
**Estimate:** 120802  
**Flight Dates:** 08/09/12 - 08/12/12  
**Original Date / Rev:** 08/08/12 / 08/08/12  
**Order Type:** Political

## WUSA

**Primary AE:** David Asseo  
**Sales Office:** T-NY  
**Sales Region:** NAT

**Agency Name:** Sound Communications/POL  
**Buying Contact:**  
**Billing Contact:**  
 7 Penn Plaza, Suite 1122  
 New York, NY 10001

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Communications Workers of America  
**Demographic:** HH  
**Product Codes:** IS-Issue/Non Ballot  
**Priority:** P-5  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/12/12	3	\$29,850.00	\$25,372.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	3	\$29,850.00	\$25,372.50	0.00
<b>Totals</b>	<b>3</b>	<b>\$29,850.00</b>	<b>\$25,372.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
David Asseo			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
WUSA	35%	\$29,850.00
Market	100%	\$85,285.71

## Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WBDC	0%	\$0.00
WDCA	0%	\$0.00
WJLA	0%	\$0.00
WMDO	0%	\$0.00
WPXW	0%	\$0.00
WRC	30%	\$25,585.71
WTTG	35%	\$29,850.00
WWPX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WUSA	08/09/12	08/09/12	CBS This Morning	CM	7-9a	---T---	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
				CBS This Morning											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	---T---		1				\$350.00		0.00			
2	WUSA	08/09/12	08/09/12	CBS Evening News	CM	630-7p	---T---	:30	1	\$4,500.00	P-2	0.00	NM	1	\$4,500.00
				CBS Evening News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	---T---		1				\$4,500.00		0.00			

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Advertiser: Communications Workers of America  
 Product Desc: COMM WORKERS OF AMER  
 Estimate: 120802  
**WUSA**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WUSA	08/12/12	08/12/12	Face the Nation	CM	1030-11a	-----S	:30	1	\$25,000.00	P-3	0.00	NM	1	\$25,000.00
				Face the Nation		(10:30 AM-11:30 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-----S		1				\$25,000.00		0.00			
													Totals	3	\$29,850.00